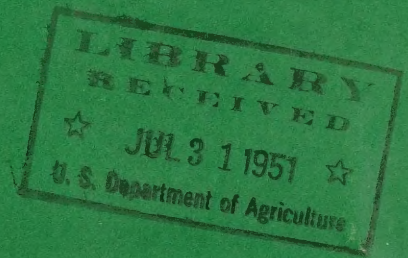


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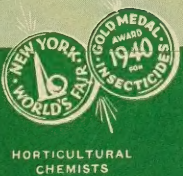
Do not assume content reflects current scientific knowledge, policies, or practices.

File in Orchid Folder
Grow LARGER... FINER... BETTER Orchids



USE *Wilson's* NEW
ORCHID FERTILIZER

WATER SOLUBLE — 10-10-10



MANUFACTURED EXCLUSIVELY BY

Andrew Wilson
INC.

Phone Millburn 6-1123

SPRINGFIELD, NEW JERSEY

THE WORLD'S FINEST PLANT FOODS



These questions might be raised by any orchid grower. The answers were supplied by experienced growers who can speak authoritatively on the fertilization and growing of orchids.

Wilson's

WHAT IS WILSON'S ORCHID FERTILIZER?

IS IT EVER USED AS A DRY FERTILIZER?

WHAT IS ITS ANALYSIS?

HOW IS WILSON'S ORCHID FERTILIZER USED?

A special water soluble 10-10-10 fertilizer containing also all the necessary trace elements in proper ratio as proven by years of testing on orchids.

Emphatically NO. It is always used diluted in water and the orchids are watered copiously with it.

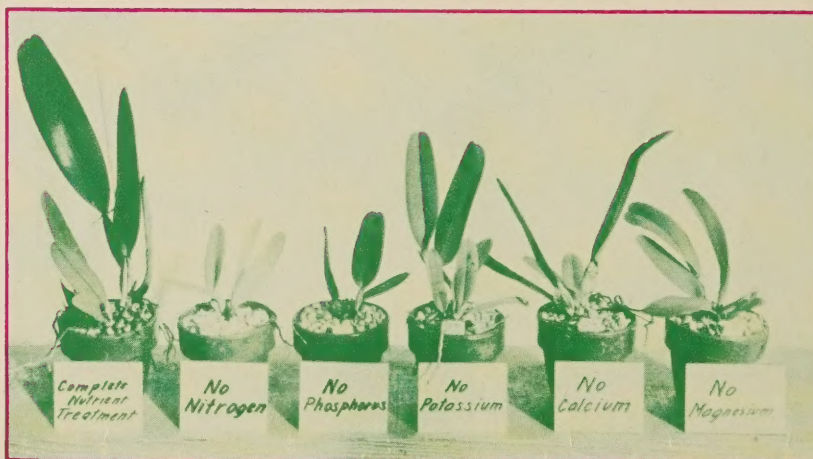
10% Nitrogen of which 5.32% is from Nitrate Nitrogen and 4.69% from Ammoniacal Nitrogen, the proper physiological balance; 10% phosphoric acid derived from Mono calcium phosphate and 10% Potassium Oxide derived from Potassium Nitrate. In addition it contains suitable amounts of calcium, sulphur, magnesium, manganese, iron, boron, zinc, copper and molybdenum to supply all elements necessary for good orchid growth.

It is used in two ways, depending on the material in which the orchids are being grown.

When orchids are grown in gravel, 12 ounces ($\frac{3}{4}$ lb.) of Wilson's Orchid Fertilizer are diluted in 100 gallons of water and the orchid pots are *drenched* 3 times a week with this solution.

When orchids are grown in osmundine (called also osmunda or peat) 3 ounces of Wilson's Orchid Fertilizer are diluted in 100 gallons of water and the orchids are *drenched* with this solution once a week. This drenching takes the place of one of the regular waterings.

This illustration shows the effects of nutrient deficiencies on Cattleya Orchids. Note that plants lacking nitrogen and phosphorus made little growth after being placed on these treatments. Plants lacking phosphorus all exhibited more or less die-back of shoots.



IS THE IDEA OF ORCHID FEEDING NEW?

HOW WAS WILSON'S ORCHID FERTILIZER DEVELOPED?

SHOULD THIS SOLUTION BE MIXED FRESHLY EACH TIME OR MAY THE SOLUTION BE KEPT INDEFINITELY?

No—it has been tried for over 50 years, but most of the poor results previously obtained have been due to over feeding or the lack of the proper physiological balance in the material used. Orchids are slow growing plants and will not stand much "forcing."

Through the results of many tests Dr. Davidson arrived at the formula now made as Wilson's Orchid Fertilizer as the *best* and *safest* to use on orchids in the recommended dilutions.

By the results of a long series of experiments conducted since 1946 in the orchid houses of the Floricultural Department of the N. J. Agricultural Experiment Station, by Dr. O. W. Davidson, noted orchid specialist.

It may be kept in a dark tank indefinitely, without deterioration.

The World's Finest Plant Foods

ORCHID FERTILIZER

WHEN IN THE LIFE OF AN ORCHID
DO YOU BEGIN THE FEEDING?

When the seedling leaves in the community pot are $\frac{5}{8}$ " to $\frac{3}{4}$ " long—not before.

DOES LIQUID FEEDING SOFTEN THE GROWTH
AND MAKE IT MORE SUSCEPTIBLE TO INSECTS
AND DISEASES?

No—if done according to directions. *Do not overfeed.*

DOES FEEDING HAVE ANY EFFECT ON THE
NATURAL BLOOMING PERIOD?

There is no advancement or retardation.

DOES FEEDING HAVE ANY EFFECT ON THE
CHARACTERISTICS OF THE BLOOMS?

Feeding Wilson's Orchid Fertilizer at the recommended rate does not alter the blooms.

WE UNDERSTAND THAT ORCHIDS GROWING
IN GRAVEL ARE DRENCHED WHEN BEING
FERTILIZED WITH THE SOLUTION. WHEN
ORCHIDS ARE GROWING IN OSMUNDINE IS
THE OSMUNDINE ALSO DRENCHED?

Drench the osmundine once a week when using the solution. This will prevent the accumulation of residues from water as well as from fertilizer.

CAN THE MATERIAL BE SPRAYED
ONTO ORCHID FOLIAGE?

This procedure is of no advantage and with very hard water might cause a residue to form on the foliage. The solution will do no harm if it is spilled onto the foliage when watering with it, but deliberate, intentional spray with the solution is not recommended.

CAN WILSON'S ORCHID FERTILIZER BE USED
ON ALL SPECIES OF ORCHIDS AND IS THERE
A DIFFERENT RECOMMENDATION AS TO
DILUTION AND FREQUENCY OF FEEDING FOR
VARIOUS SPECIES?

Wilson's Orchid Fertilizer has been used most extensively on Cattleya, Cymbidium, Cypripedium and Phalaenopsis genera, but all orchids of whatever genera or species may benefit by its application in the recommended dilutions.

IS THE PRESCRIBED TREATMENT CONTINUED
THROUGHOUT THE YEAR REGARDLESS OF
TEMPERATURE, LIGHT, HUMIDITY OR OTHER
WEATHER CONDITIONS?

Yes. The dilution is so high and the feeding so mild and gradual that the process need not be varied.

DOES OSMUNDINE BREAK DOWN MORE
QUICKLY WHEN USING THE FERTILIZER, THAN
IT DOES WITHOUT FERTILIZER?

No. The rate of decomposition is not increased to any practical extent.

ASSUMING THAT A COMPOST OF OSMUNDINE
AND TOP SOIL IS THE SUBSTRATUM USED FOR
SOME ORCHIDS, THIS WILL CONTAIN PLANT
FOOD. IS THERE ANY DANGER OF OVER-
FEEDING IF THE REGULAR SCHEDULE IS FOLLOWED?

No.

FOR GRAVEL CULTURE
WHAT GRAVEL IS RECOMMENDED?

A granite type of gravel is best.

DOES THE TYPE OF GRAVEL HAVE ANY
EFFECT ON THE FEEDING PROGRAM?

No, if the gravel is inert, as it should be. Do not use an alkaline gravel. Some growers have tried Haydite but we do not recommend it, nor do orchids grow well in vermiculite.

WHAT SIZE GRAVEL
IS BEST?

For young plants use gravel $\frac{1}{8}$ " to $\frac{3}{8}$ " in diameter averaging $\frac{1}{4}$ ". For large plants with leaves 6" to 8" long use gravel $\frac{1}{4}$ " to $\frac{3}{4}$ " in diameter.

WHAT ARE SOME OF THE ADVANTAGES
OF GRAVEL CULTURE?

It is sterile, it saves repotting time and is less expensive than osmundine.

ANDREW WILSON, INC.

10-10-10

Developed by
DR. O. W. DAVIDSON
FLORICULTURAL DEPARTMENT
N. J. AGRICULTURAL EXPERIMENT STATION
RUTGERS UNIVERSITY



WHAT OUTSTANDING RESULTS HAVE BEEN OBTAINED BY THIS METHOD OF FEEDING ORCHIDS?

- Young orchids when fertilized have gained in growth, over unfertilized orchids, by as much as one year in three years of treatment.
- Correctly fertilized orchids have been more uniformly healthy and vigorous.
- Fertilized orchids have made more new shoots, and have lost comparatively few leads.
- They have grown more rapidly and frequently have saved one shift in repotting by permitting repotting in the second size larger pot—thus saving repotting labor.
- Labor is also saved by feeding and watering in one operation.
- By using Wilson's Orchid Fertilizer as recommended no toxic residues are formed and the orchid plants are fed sufficiently, *but not to excess*.

The effect of fertilizer on hard-growing type of Lalia-Cattleya hybrid. Plants in both pots were similar in size when transplanted as small seedlings two years previous to this photograph.



WHY DO YOU USE A 1-1-1 RATIO IN WILSON'S ORCHID FERTILIZER?

Orchid plants do not need an excess of phosphates. The lower phosphate content improves the water solubility of the mix.

IS THERE ANY METHOD WHEREBY WE CAN DETERMINE BY INSPECTION OR TEST WHY ORCHIDS ARE NOT DOING WELL, ASSUMING THAT THERE ARE NO DISCOVERABLE INSECT OR DISEASE PESTS ATTACKING THEM?

No. There are too many cases where poor growth is due to environmental conditions such as light, temperature and humidity.

WILL WILSON'S ORCHID FERTILIZER PRODUCE AN OBJECTIONABLE ACID CONDITION AS IS THE CASE WITH OTHER WATER SOLUBLE FERTILIZERS?

No. The acidity objections to all-purpose water soluble fertilizers have been overcome in Wilson's Orchid Fertilizer. It is neutral in action and in continued use no deleterious acid or alkaline condition of the sub-stratum will be evolved.

IF THE MIXTURE HAS BEEN ALLOWED TO STAND FOR SOME TIME SHOULD IT BE AGITATED BEFORE USING?

No. Not if it was in solution when first prepared.

WHAT ARE THE METHODS OF MIXING AND APPLYING THE FERTILIZER?

The proper amount should be put into the correct amount of water and stirred up well. When it has entirely dissolved *drench* it on the orchid pots with a watering can. In large greenhouses it is advisable to prepare a tank and pipe system as is used in many establishments for this type of watering and feeding in one operation. Do not use a spray or "rose" nozzle. Use the open hose and *drench* each pot.

WHAT PREVIOUS PRODUCTS HAVE BEEN MARKETING TO DO THE SAME JOB?

None. While there have been many water soluble fertilizers tried and used on orchids, these have all been made as general fertilizers for general use on hundreds of plant species. Wilson's Orchid Fertilizer is the *first* water soluble material developed, after years of experiments, especially balanced and processed for feeding Orchid plants only. It is *not* a general formula calculated by guess work, but has been arrived at by research with Orchid plants.

"Why Bugs Leave Home" Insecticides

ORCHID SUPPLIES

RETAIL PRICE LIST

Wilson's

Sizes

Net Cost
F.O.B. Springfield

Orchid Fertilizer —
10-10-10

	$\frac{3}{4}$ lb. Bag	1.00
Case 12—	$\frac{3}{4}$ lb. Bags	11.50
	25 lb. Drum	20.00

Supercide —

	Pint Bottle	1.75
	Gallon Can	9.75
	5 Gallon Drum	48.00

Slug-O —

	1 lb. Canister	1.50
	4 lb. Canister	3.95
Case 6—	4 lb. Canisters	22.00

Anti-Damp —

	Pint Bottle	1.50
	Quart Bottle	2.40
	Gallon Bottle	7.85
Case 4—	1 Gallon Bottles	28.25

Andrew Wilson
INC

Springfield

New Jersey

June 1950

Reports from Growers

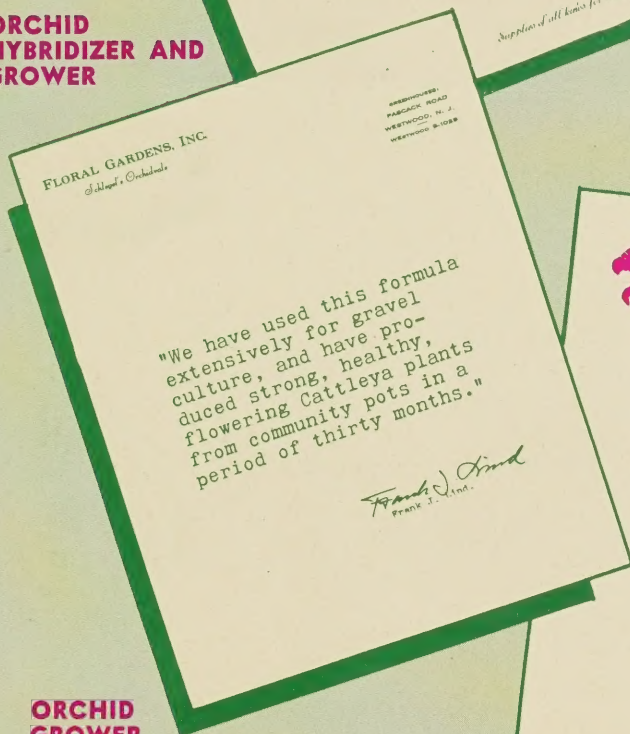
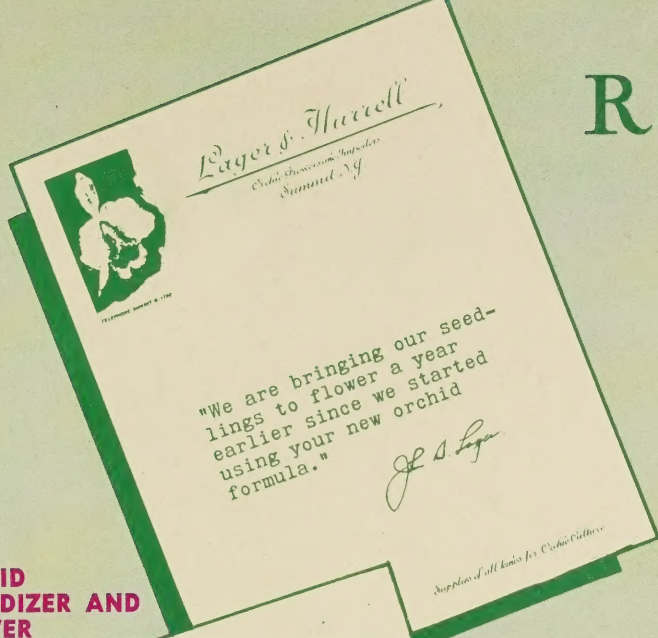
WHO HAVE USED

Wilson's

ORCHID

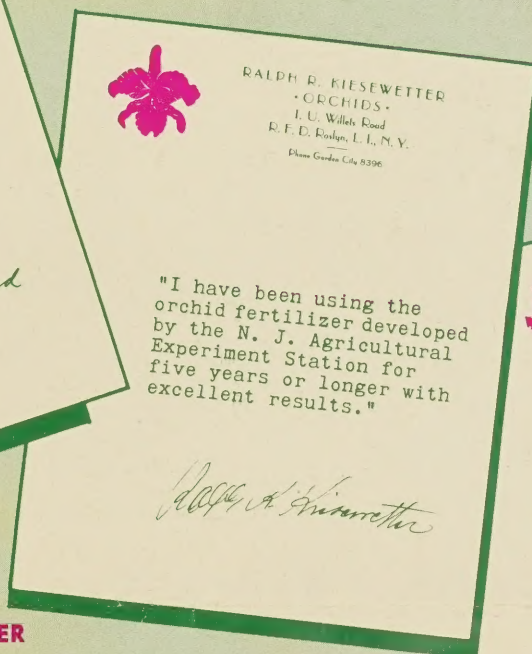
FERTILIZER

**ORCHID
HYBRIDIZER AND
GROWER**

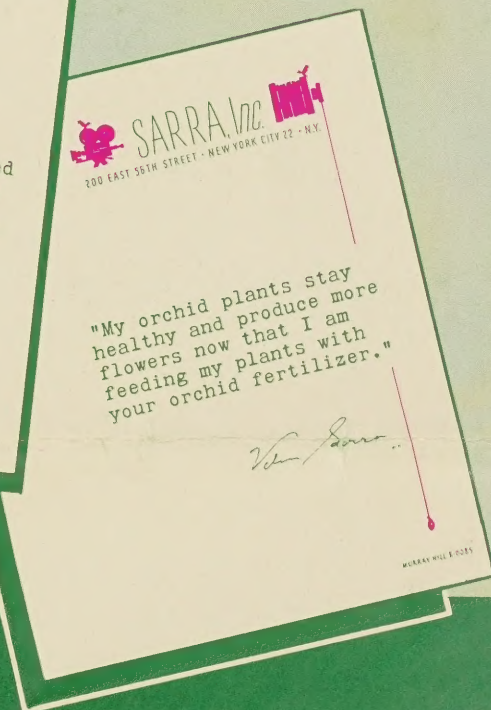


**ORCHID
GROWER**

**ORCHID
HYBRIDIZER**



**ORCHID
HOBBYIST**



FOR YOUR PROTECTION

Beware—as in the past numerous products will again spring up as imitations of WILSON'S ORIGINAL scientifically tested materials. Fancy claims and assurances that the substitute is "the same as WILSON'S" have misled many and ultimately proved costly and disastrous. Mere claims and "hit or miss" imitations can never equal the scrupulous accuracy, untiring tests and constant laboratory work that go into the development of WILSON'S products. Be safe and insure proper results by demanding WILSON'S materials. Our 48 years of operation bear testimony to our unfailing quality and reputation.

WHY BUGS LEAVE HOME

Wilson's

FOR OVER 45 YEARS

Products Specifically Prepared for ORCHID CULTURE

SLUG-O

PROTECT YOUR PLANTS—SLUG-O is a remarkable safeguard for seedlings. Will save its cost many times over in protecting valuable orchid and poinsettia blooms. Remember, one petal damaged by a slug or snail will make the entire flower unusable. Snails and slugs are attracted to SLUG-O from a considerable distance. They eat it and die on the spot.

Attracts — Kills SLUGS and SNAILS

READY TO USE. Just as it comes from the can. No mixing or diluting. Place a teaspoonful of SLUG-O powder every foot or two in the area where growing plants are to be protected.

INEXPENSIVE—SLUG-O is inexpensive. One lb. contains 130 heaping teaspoonfuls, sufficient to treat an area of six hundred square feet.

ANTI-DAMP

WILSON'S ANTI-DAMP has attained the status of a STAPLE among many of the largest orchidists. A weak dilution of ANTI-DAMP in the water is used to wash the agar when removing seedlings from flasks. Community pots are drenched with ANTI-DAMP solution before seedlings

Stops "Damping-Off" IN ITS TRACKS

are planted. Seedlings are watered with it soon after planting. When leaf spotting diseases or bacterial wilt appear on adult orchids, the entire plant is removed from the pot and plunged into ANTI-DAMP solution—then hung up to dry. This treatment has proven amazingly effective.

SUPER-CIDE

WILSON'S SUPER-CIDE is a superior insecticide combining D.D.T., Rotenone and Pyrethrum. The outstanding properties of these fine materials are exhibited at their maximum when all three are blended. In combination their total insect killing power is far greater than the sum of their powers when used separately.

Combining the Big 3 D.D.T., Rotenone, Pyrethrum

SUPER-CIDE is an excellent, sure and efficient control for Orchid Scales, Thrips, Dendrobium Weevils, the Orchid Plant Bug, Red Spider and practically all other insects attacking orchids.

When diluting WILSON'S SUPER-CIDE—Use water only—It requires no other ingredients. Dilute 1 part SUPER-CIDE to 100 parts of water.

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WHY BUGS LEAVE HOME

Andrew Wilson
INC.

BALTUSROL WAY • SPRINGFIELD, N. J. • MILLBURN 6-1123

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